R.J. Reynolds Tobacco Company

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DM	T&D	REP
1224		
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1226	12	03.07.11
1229		
1230		
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

CHAIN PROMOTION AUTHORIZATION
FOR USE BY FIELD SALES

DIVISION	CHAIN
G.P. Mitchell F.J. Dejong	Welsh Farms (2605-00-00)

PROMOTION

April Co-Marketing promotion $0.30 off all fast moving Winston styles including all styles of Winston Select.

SUPPLIER	DISTRIBUTION DATE
Resznick Tobacco	Week of April 3, 1995

AUTHORIZED STORES	BRAND ASSORTMENT
Mount Holly (488141) Cresskill (770885) New Milliford (770809)	All fast moving Winston styles Including ALL styles of Winston Select.

SPECIAL INSTRUCTIONS

Sales Reps should contact these three stores the week of April 3 -April 7 to ensure sufficient product is in stock and has been stickered by the store manager.
(Each store received enough stickers for 530 packs to be promoted)

Please place price reduction signage and ensure product is properly displayed.

AUTHORIZED SIGNATURE _____ DATE _____

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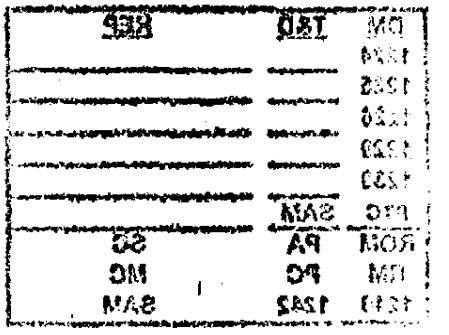
Source: https://www.industrydocuments.ucsf.edu/docs/lthn0000

Welsh Farms
Winston Promotion

Mount holly store
Cresskill store
New Milford store



Promotion Starts: Monday April 3,1995 -April 28,1995

Implementation: Welsh Farms employees are to place $.30 green stickers on all fast moving Winston styles and ALL styles of Winston Select.

Display All stickered product must be displayed on our Full price display.

Payment: As product sells, employees will remove top portion of green sticker and place it in the register to be submitted back to Bob Brinkerhoff for payment.

Sales Reps will contact the three stores in which the program is being worked the week of April 3- April 7 to place price reduction signage and ensure promotional placement.

Source: https://www.industrydocuments.ucsf.edu/docs/lthn0000